

# Build vs. Buy

is Mostly Really Now vs. Later

In the early-ish days, maybe even as far as \$10m-\$20m in ARR, as you talk to larger prospects you'll have a lot of "Build vs Buy" discussions.

Eventually you'll have to move on, to other projects or something, a custom solution will be hard to maintain in the future for the next team.



1 You can build it, but hardly maintain it.



2

And even if you maintain it, how can it evolve? the way you did.



The needs will rise and rise, that's the way business is.

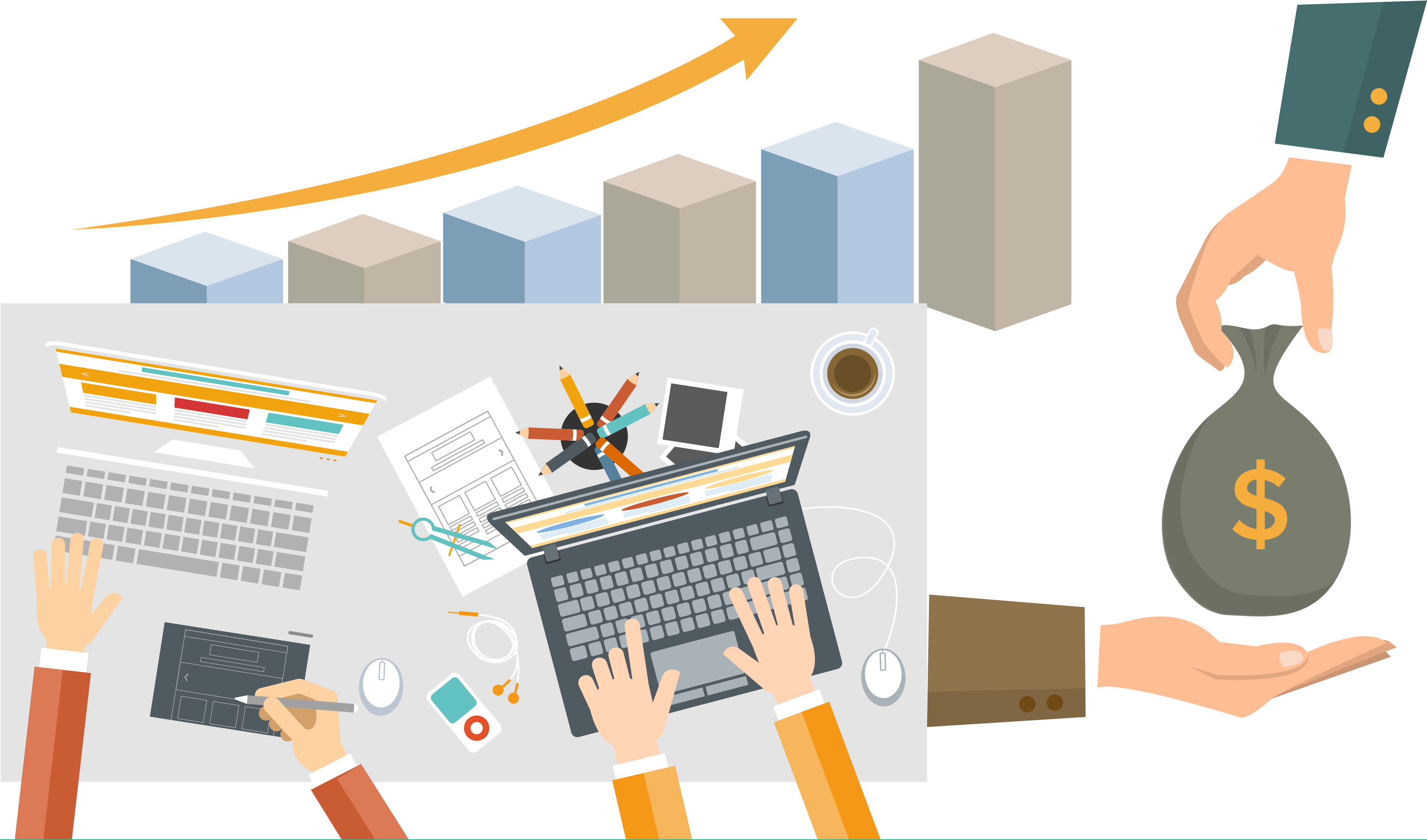


You can't be on the hook enough. 3

Are you willing to wake up at 2 am to solve issues?

4

Needs will evolve faster and the primary bussiness goal of your boss won't be developing software.



They can't maintain a team for developing tools for their business needs and develop their software needs.